

## CONTRACT



**WCAU**  
**10 Monument Road**  
**Bala Cynwyd, PA 19004**  
**(610) 668-5510**

www.nbcphiladelphia.com

And:

**GMMB**  
**3050 K STREET NW**  
**WASHINGTON, DC 20007**

<u>Contract / Revision</u> 344795 /		<u>Alt Order #</u>
<u>Product</u> <b>Political</b>		
<u>Contract Dates</u> <b>10/31/12 - 11/06/12</b>	<u>Estimate #</u> <b>2298</b>	
<u>Advertiser</u> <b>OBAMA FOR AMERICA</b>		<u>Original Date / Revision</u> 10/30/12 / 11/05/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WCAU</b>	<u>Account Executive</u> Aaron Zeligson	<u>Sales Office</u> Philadelphia NS
<u>Special Handling</u>		
<u>Demographic</u> RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u> 25779		<u>Advertiser Ref</u> 19078

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WCAU	10/31/12	11/02/12	5A-6A M-F NBC10 NEWS 5A-6A M-F	5A-6A M-F	-- WTF--	1:00	3	\$350.00	NM	3	\$1,050.00
	LUR											
N 2	WCAU	10/31/12	11/02/12	6A-7A M-F	6A-7A M-F	-- WTF--	1:00	4	\$1,200.00	NM	4	\$4,800.00
	LUR											
N 3	WCAU	10/31/12	11/02/12	7A-9A TODAY SHOW	7A-9A M-F	-- WTF--	1:00	2	\$3,000.00	NM	2	\$6,000.00
	CDR											
N 4	WCAU	10/31/12	11/02/12	4P-5P NBC10 NEWS	4-5P M-F	-- WTF--	1:00	4	\$800.00	NM	4	\$3,200.00
	LUR											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WCAU	10/31/12-11/02/12	4P-5P NBC10 NEWS	4-5P M-F	--- WThF----	1:00		<del>\$800.00</del>	NM		
				See MG 4.5								
				DNA-NEWS SPL REPORT								
	5	WCAU	10/31/12-11/02/12	6P-630P NBC10 NEWS	6P-630P M-F	--- WThF----	1:00		\$800.00	NM		
				MG for 4.2 11/01								
N 5	WCAU	10/31/12	11/02/12	5-6P NBC10 NEWS @ 5 M-F	5-6P M-F	-- WTF--	1:00	4	\$1,900.00	NM	4	\$7,600.00
	CDR											
N 6	WCAU	10/31/12	11/02/12	6P-630P NBC10 NEWS	6P-630P M-F	-- WTF--	1:00	4	\$2,300.00	NM	4	\$9,200.00
	LUR											
N 7	WCAU	10/31/12	11/02/12	7P-730P M-F	7P-730P M-F	-- WTF--	1:00	1	\$2,300.00	NM	0	\$0.00
	CDR											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	10/31/12-11/02/12	7P-730P M-F	7P-730P M-F	--- WThF----	1:00		<del>\$2,300.00</del>	NM		
				See MG 7.2								
				PREEMPT-PROGRAM CHANGE								
	2	WCAU	10/31/12-11/03/12	7-8P NBC10 NEWS AT 7P	7P-8P	----- Sa--	1:00		<del>\$2,300.00</del>	NM		
				See MG 12.8, 12.9, 12.10, 12.11, 12.12, 12.13								
				DNA-SPORTS OVERRUN								

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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Contract / Revision	Alt Order #
344795 /	

Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	Political	2298

Advertiser	Original Date / Revision
OBAMA FOR AMERICA	10/30/12 / 11/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 8	WCAU	10/31/12	11/02/12	730P-8P M-F	730P-8P M-F	--WTF--	1:00	1	\$2,600.00	NM	1	\$2,600.00
				CDR								
N 9	WCAU	10/31/12	11/02/12	8-9P 30 ROCK/UP ALL NIGH	8P-9P	---T---	1:00	1	\$6,000.00	NM	1	\$6,000.00
				LUR								
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	10/31/12-11/02/12	8-9P 30 ROCK/UP ALL NIGH	8P-9P	----Th----	1:00		<del>\$6,000.00</del>	NM		
				See MG 9.2								
				PREEMPT-PROGRAM CHANGE								
	2	WCAU	10/31/12-11/02/12	8-10P THURSDAY PRIME	8-10P TH	----Th----	1:00		\$6,000.00	NM		
				MG for 9.1 11/01								
N 10	WCAU	10/31/12	11/02/12	10-11P THU ROCK CENTER	10P-11P	---T---	1:00	1	\$6,000.00	NM	1	\$6,000.00
				LUR								
N 11	WCAU	10/31/12	11/02/12	11-1135P M-F LATE NEWS	11P-1135P	--WTF--	1:00	2	\$4,800.00	NM	2	\$9,600.00
				CDR								
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	10/31/12-11/02/12	11-1135P M-F LATE NEWS	11P-1135P	---WThF---	1:00		<del>\$4,800.00</del>	NM		
				See MG 11.3								
				NA-NOT AVAILABLE								
	3	WCAU	10/31/12-11/03/12	11-1130P LATE NEWS SAT	11-1130P	-----Sa--	1:00		\$4,800.00	NM		
				MG for 11.1 11/02								
N 12	WCAU	10/31/12	11/02/12	TONIGHT SHOW W/JAY LEI	1135P-107A	--WTF--	1:00	4	\$1,500.00	NM	10	\$8,300.00
				CDR								

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344795 /	

Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	Political	2298

Advertiser	Original Date / Revision
OBAMA FOR AMERICA	10/30/12 / 11/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WCAU	10/31/12-11/02/12	TONIGHT SHOW W/JAY LEI	1135P-107A	---WThF----	1:00		<del>\$1,500.00</del>	NM		
				See MG 12.5,12.6,12.7								
				NA-NOT AVAILABLE								
	4	WCAU	10/31/12-11/02/12	TONIGHT SHOW W/JAY LEI	1135P-107A	---WThF----	1:00		<del>\$1,500.00</del>	NM		
				See MG 12.5,12.6,12.7								
				NA-NOT AVAILABLE								
	5	WCAU	11/03/12-11/03/12	7-8P NBC10 NEWS AT 7P	7P-8P	-----Sa--	1:00		<del>\$2,300.00</del>	NM		
				See MG 12.8,12.9,12.10,12.11,12.12,12.13								
				DNA-SPORTS OVERRUN								
	6	WCAU	11/02/12-11/02/12	5A-6A M-F NBC10 NEWS	5A-6A M-F	-----F----	1:00		\$350.00	NM		
				MG for 12.3,12.4								
	7	WCAU	11/04/12-11/04/12	6A-8A SUNDAY	6A-8A SU	-----Su	1:00		\$350.00	NM		
				MG for 12.3,12.4								
	8	WCAU	11/05/12-11/05/12	JIMMY FALLON SHOW	1237A-136A	M-----	1:00		<del>\$750.00</del>	NM		
				See MG 12.14,12.15								
				NA-NOT AVAILABLE								
	9	WCAU	11/05/12-11/05/12	JIMMY FALLON SHOW	1237A-136A	M-----	1:00		<del>\$750.00</del>	NM		
				See MG 12.14,12.15								
				NA-NOT AVAILABLE								
	10	WCAU	11/06/12-11/06/12	4P-5P NBC10 NEWS	4-5P M-F	-Tu-----	1:00		\$1,300.00	NM		
				MG for 7.2,12.5								
	11	WCAU	11/06/12-11/06/12	10A-11A TODAY SHOW 3	10A-11A M-F	-Tu-----	1:00		\$850.00	NM		
				MG for 7.2,12.5								
	12	WCAU	11/06/12-11/06/12	12-1P JEFF PROBST SHOW	12P-1P	-Tu-----	1:00		\$450.00	NM		
				MG for 7.2,12.5								
	13	WCAU	11/06/12-11/06/12	11A-12P NBC10 NEWS@11	11A-12P	-Tu-----	1:00		\$500.00	NM		
				MG for 7.2,12.5								
	14	WCAU	11/06/12-11/06/12	1P-2P DAYS	1P-2P M-F	-Tu-----	1:00		\$750.00	NM		
				MG for 12.8,12.9								
	15	WCAU	11/06/12-11/06/12	1P-2P DAYS	1P-2P M-F	-Tu-----	1:00		\$750.00	NM		
				MG for 12.8,12.9								
N 13	WCAU	10/31/12	11/02/12	JIMMY FALLON SHOW	1237A-206A	--WTF--	1:00	2	\$750.00	NM	2	\$1,500.00
				CDR								
N 14	WCAU	11/05/12	11/05/12	6P-630P NBC10 NEWS	6P-630P M-F	M-----	1:00	1	\$2,300.00	NM	1	\$2,300.00
				CDR								
N 15	WCAU	11/05/12	11/05/12	8-10P MO THE VOICE	8P-10P	M-----	1:00	1	\$16,000.00	NM	1	\$16,000.00
				LUR								
N 16	WCAU	11/05/12	11/05/12	11-1135P M-F LATE NEWS	11P-1135P	M-----	1:00	1	\$4,800.00	NM	1	\$4,800.00
				CDR								
N 17	WCAU	11/03/12	11/03/12	6A-7A SATURDAY	6A-7A SA	-----S-	1:00	1	\$450.00	NM	1	\$450.00
				LUR								
N 18	WCAU	11/03/12	11/03/12	7A-9A SATURDAY	7A-9A SA	-----S-	1:00	1	\$1,300.00	NM	1	\$1,300.00
				CDR								
N 19	WCAU	11/03/12	11/03/12	9A-10A SATURDAY	9A-10A SA	-----S-	1:00	1	\$900.00	NM	1	\$900.00
				LUR								

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www.nbcphiladelphia.com

Contract / Revision 344795 /		Alt Order #
Contract Dates 10/31/12 - 11/06/12	Product Political	Estimate # 2298
Advertiser OBAMA FOR AMERICA		Original Date / Revision 10/30/12 / 11/05/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 20	WCAU	11/04/12	11/04/12	6A-8A SUNDAY	6A-8A SU	-----S	1:00	1	\$350.00	NM	1	\$350.00
	LUR											
N 21	WCAU	11/04/12	11/04/12	8-10A SUNDAY	758A-956A SUNDAY	-----S	1:00	1	\$750.00	NM	1	\$750.00
	LUR											
N 22	WCAU	11/04/12	11/04/12	10A-1030A SUN CHRIS MTT	10A-1030A SU	-----S	1:00	1	\$2,000.00	NM	1	\$2,000.00
	LUR											
N 23	WCAU	11/04/12	11/04/12	1130A-12P SUN @ ISSUE	1130A-12P	-----S	1:00	1	\$200.00	NM	1	\$200.00
	LUR											
N 24	WCAU	11/04/12	11/04/12	530-6A Wall Street Journa	530-6A Wall Street	-----S	1:00	1	\$100.00	NM	1	\$100.00
	LUR											
N 25	WCAU	11/03/12	11/04/12	6P-630P SA/SU	6P-630P SA/SU	-----SS	1:00	2	\$1,900.00	NM	2	\$3,800.00
	CDR											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	WCAU	11/03/12-11/04/12	6P-630P SA/SU	6P-630P SA/SU	-----SaSu	1:00		<del>\$1,900.00</del>	NM		
			See MG 25.3									
			NA-PGM NOT SCHEDULED									
	3	WCAU	11/03/12-11/04/12	6P-630P SU NEWS AT 6P	6P-630P SU	-----Su	1:00		\$1,900.00	NM		
			Ⓜ MG for 25.2 11/03									
N 26	WCAU	11/03/12	11/03/12	7-8P SAT ACCES/FOODIES	7-8P	-----S-	1:00	1	\$950.00	NM	1	\$950.00
	CDR											
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WCAU	11/03/12-11/03/12	7-8P SAT ACCES/FOODIES	7-8P	-----Sa--	1:00		<del>\$950.00</del>	NM		
			See MG 26.2									
			NA-PGM NOT SCHEDULED									
	2	WCAU	11/03/12-11/03/12	9A-10A SATURDAY	9A-10A SA	-----Sa--	1:00		\$950.00	NM		
			Ⓜ MG for 26.1 11/03									
N 27	WCAU	11/04/12	11/04/12	FOOTBALL NIGHT AMERIC	7P-815P	-----S	1:00	1	\$4,000.00	NM	1	\$4,000.00
	LUR											
N 28	WCAU	11/04/12	11/04/12	NFL LATE NEWS	11P-1205A	-----S	1:00	2	\$4,000.00	NM	2	\$8,000.00
	LUR											
N 29	WCAU	11/03/12	11/03/12	1130P-1A SNL	1130P-1A SAT	-----S-	1:00	1	\$2,400.00	NM	1	\$2,400.00
	LUR											
N 30	WCAU	11/04/12	11/04/12	NFL REGULAR SEASON NC	815P-1130P	-----S	1:00	1	\$18,000.00	NM	1	\$18,000.00
	LUR											
<b>Totals</b>											<b>57</b>	<b>\$132,150.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	57	\$132,150.00	\$112,327.50
<b>Totals</b>	<b>57</b>	<b>\$132,150.00</b>	<b>\$112,327.50</b>

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<u>Contract Dates</u> <b>10/31/12 - 11/06/12</b>	<u>Product</u> Political	<u>Estimate #</u> <b>2298</b>
<u>Advertiser</u> <b>OBAMA FOR AMERICA</b>		<u>Original Date / Revision</u> 10/30/12 / 11/05/12

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.